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Ontario's Overnight Visitors with an Outdoors Interest, 2002

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Highlights

- Of Ontario's 50.2 million overnight visitors in 2002, 20.3 million or 41% participated in outdoor activities.
- The expenditures of overnight outdoor visitors accounted for 32% of the total spending by overnight visitors in Ontario in 2002.
- Overnight outdoor visitors spent an average of $204 per person visit, compared to $260 per person visit for total overnight visitors.
- On average, outdoor enthusiasts stayed in Ontario for 3.8 nights in 2002, 27% longer than total overnight visitors.
- The majority (55%) of overnight outdoor visitors came to/travelled in Ontario during the summer months in 2002, compared to 38% of the province's total overnight visitors.
- 72% of Ontario's overnight outdoor visitors travelled to/within the province for the primary purpose of a pleasure vacation, compared to only 46% of the total overnight visitors.
- Most overnight outdoor visitors (78%) travelled in parties of adults only. Average party sizes ranged from 1.8 to 2.7 depending on the origin of the visitor.
- 30% of overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 15% of total overnight visitors in 2002.
- In addition to outdoor activities, shopping and sightseeing were also popular, especially among US and overseas visitors.

Introduction

Definition: In this report an overnight tourist with an outdoor interest is defined as:

1. an international visitor to Ontario who:
   a. participated in any outdoor activity, or
   b. visited any national or provincial park or historic site, or
   c. stayed any nights at campgrounds, trailer parks, or at private or commercial cottages or cabins
2. a domestic visitor with an Ontario destination who:
   a. participated in any outdoor activity, or
   b. visited any national or provincial park, or
   c. stayed any nights at campgrounds, trailer parks, or at private or commercial cottages or cabins

Note: Visitors with an outdoor interest that spent all of their nights in the Toronto or Ottawa CMA were not included in this report in order to maintain a rural focus. Also, overnight visitors that indicated swimming as one of the activities participated in were only included in this segment if the activity occurred during July or August of 2002.

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2002, an average of 14,287 Canadian households -- including 4,069 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents were 83% and 82%, respectively.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 23,410 completed questionnaires by US residents (out of 40,132 usable questionnaires of US visitors to Canada) and 6,535 completed questionnaires by overseas visitors (out of 12,778 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

Ontario Ministry of Tourism and Recreation
Tourism Branch
700 Bay Street, 15th Floor
Toronto, Ontario, Canada
M5G 1Z6

Telephone : (416)-314-7325
Fax : (416)-314-7341

ONTARIO'S OVERNIGHT VISITORS WITH AN OUTDOORS INTEREST, 2002

How many outdoor enthusiasts visited Ontario and where did they come from?

Of Ontario's 50.2 million overnight visitors in 2002, 20.3 million or 41% participated in outdoor activities.

- The vast majority (83%) of visitors with an outdoor interest were Canadian.
- Ontario residents accounted for 91% of Canadian outdoor visitors, and 76% of total overnight visitors that were outdoor enthusiasts.
- 37% of U.S. and 28% of overseas overnight visitors participated in outdoor activities in Ontario in 2002.

Table 1: Overnight Person Visits in Ontario, 2002

Origin	Overnight Outdoor Visitors (000s)	% Share	Total Overnight Visitors (000s)	% Share	Incidence*
TOTAL	20,337	100%	50,211	100%	41%
Canada	16,884	83%	40,400	80%	42%
Ontario	15,377	76%	35,844	71%	43%
Quebec	786	4%	2,511	5%	31%
Manitoba	306	2%	521	1%	59%
Western Canada	288	1%	997	2%	29%
Atlantic Canada	127	1%	526	1%	24%
USA	2,968	15%	8,107	16%	37%
New York	449	2%	1,560	3%	29%
Michigan	642	3%	1,796	4%	36%
Pennsylvania	222	1%	516	1%	43%
Minnesota	190	1%	268	1%	71%
Ohio	277	1%	739	1%	37%
Illinois	148	1%	387	1%	38%
Wisconsin	159	1%	240	0%	66%
Other USA	881	4%	2,602	5%	34%
Overseas	485	2%	1,704	3%	28%
UK	116	1%	358	1%	32%
France	33	0%	113	0%	29%
Germany	44	0%	115	0%	38%
Japan	80	0%	166	0%	48%
Other Europe	99	0%	314	1%	32%
Other Asia	44	0%	326	1%	13%

*Incidence refers to the percentage of total overnight visitors that had an interest in outdoor activities.

How long did they stay in Ontario?

On average, outdoor enthusiasts stayed in Ontario for 3.8 nights in 2002, 27% longer than total overnight visitors.

- Overnight visitors that participated in outdoor activities from overseas countries stayed the longest, followed by Americans and Canadians.
- Almost three-quarters (71%) of outdoor enthusiasts stayed in the province for four nights or less, while 5% stayed for ten or more nights.
- Ontarians that participated in outdoor activities had the highest incidence of taking a short getaway trip (1 to 3 nights) in the province (78%), followed by outdoor visitors from Manitoba (74%).
- Only 24% of overseas outdoor visitors stayed for a short getaway trip, indicating that the further away a visitor comes from, the longer they stay in the province.

Table 2: Person Nights in Ontario, 2002

Origin	Outdoor Visitors – Nights (000s)	% Share	Total Overnight Visitors – Nights (000s)	% Share	Incidence	Average Length of Stay (nights)	
						Outdoor	Total
TOTAL	77,313	100%	148,305	100%	52%	3.8	3.0
CANADA	57,981	75%	111,856	71%	52%	3.4	2.8
Ontario	49,161	64%	90,677	57%	54%	3.2	2.5
Quebec	3,255	4%	7,745	5%	42%	4.1	3.1
Manitoba	1,136	1%	2,182	1%	52%	3.7	4.2
Western Canada	3,078	4%	7,477	5%	41%	10.7	7.5
Atlantic Canada	1,351	2%	3,776	2%	36%	10.6	7.2
USA	13,427	17%	27,578	17%	49%	4.5	3.4
New York	1,656	2%	4,375	3%	38%	3.7	2.8
Michigan	2,148	3%	4,512	3%	48%	3.3	2.5
Pennsylvania	1,085	1%	1,828	1%	59%	4.9	3.5
Minnesota	840	1%	1,070	1%	79%	4.4	4.0
Ohio	1,067	1%	2,189	1%	49%	3.9	3.0
Illinois	1,116	1%	1,793	1%	62%	7.5	4.6
Wisconsin	842	1%	1,037	1%	81%	5.3	4.3
Other USA	4,673	6%	10,774	7%	43%	5.3	4.1
OVERSEAS	5,905	8%	18,273	12%	32%	12.2	10.7
UK	1,386	2%	3,547	2%	39%	11.9	9.9
France	171	0%	646	0%	26%	5.2	5.7
Germany	530	1%	1,095	1%	48%	12.0	9.5
Japan	322	0%	963	1%	33%	4.0	5.8

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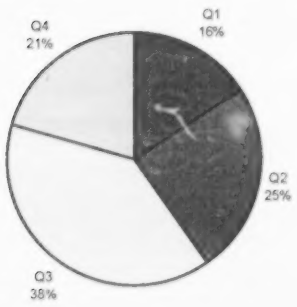
When did they visit Ontario?

The majority (55%) of overnight outdoor visitors came to Ontario during the summer months in 2002, compared to 38% of the province's total overnight visitors.

Calendar Quarter of Visit
Total Overnight Visits 2002



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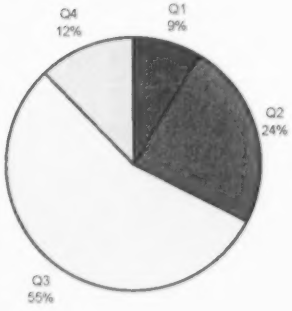

- Compared to other overnight visitors, outdoor visitors had a much higher incidence of travelling during the summer than during the winter and fall.
- The majority of Ontario's main markets visited the province during the summer.

Table 3: Overnight Outdoor Visits in Ontario by Calendar Quarter, 2002

	Q1	Q2	Q3	Q4
Total	**1,771**	**4,820**	**11,239**	**2,506**
CANADA (000)	1,589	3,927	9,232	2,136
Share (%)	90%	81%	82%	85%
Ontario	1,407	3,653	8,423	1,893
Share (%)	79%	76%	75%	76%
USA (000)	160	768	1746	294
Share (%)	9%	16%	16%	12%
Border States	138	550	1175	224
Share (%)	8%	11%	10%	9%
OVERSEAS (000)	22	125	261	76
Share (%)	1%	3%	2%	3%
UK	6	29	62	19
Share (%)	*	1%	1%	1%
France	1	5	25	2
Share (%)	*	*	*	*
Germany	2	13	25	4
Share (%)	*	*	*	*
Japan	2	21	34	23
Share (%)	*	*	*	1%

* less than 1%

Why did they come to Ontario?

72% of Ontario's overnight outdoor visitors travelled to/within the province for the primary purpose of a pleasure vacation, compared to only 46% of total overnight visitors.

- Outdoor visitors from France and Japan had the highest incidence of travel for the primary purpose of pleasure (85%).
- Outdoor visitors from Germany had the highest incidence of travel for the primary purpose of visiting friends and/or relatives (34%).
- Outdoor visitors from the Maritimes and Western provinces had the highest incidence of travel for the primary purpose of business (10%).

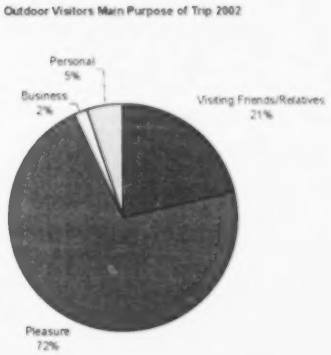

Table 4: Main Purpose of Trip
Overnight Outdoor Visitors by Origin, 2002

	VFR*	%	Pleasure	%	Business	%	Personal	%
Total (000)	**4,358**	**21%**	**14,555**	**72%**	**416**	**2%**	**994**	**5%**
CANADA (000)	3,883	23%	11,842	70%	325	2%	834	5%
Ontario	3,448	22%	10,978	71%	235	2%	716	5%
Quebec	243	31%	485	62%	20	3%	38	5%
Other Canada	192	27%	379	53%	70	10%	80	11%
USA (000)	324	11%	2,429	82%	61	2%	140	5%
Border States	180	9%	1,755	84%	30	1%	108	5%
New York	46	10%	377	84%	3	1%	22	5%
Michigan	60	9%	532	83%	6	1%	38	6%
Other USA	144	16%	674	77%	31	4%	32	4%
OVERSEAS (000)	151	31%	284	59%	30	6%	20	4%
UK	47	41%	61	53%	6	5%	3	3%
France	4	12%	28	85%	1	3%	0	0%
Germany	15	34%	26	59%	1	2%	1	2%
Japan	7	9%	68	85%	2	3%	3	4%
All Other	78	21%	99	27%	20	5%	12	3%

* visiting friends and/or relatives

When did they visit Ontario?

The majority (55%) of overnight outdoor visitors came to Ontario during the summer months in 2002, compared to 38% of the province's total overnight visitors.

- Compared to other overnight visitors, outdoor visitors had a much higher incidence of travelling during the summer than during the winter and fall.
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Share (%)	*	*	*	*
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Share (%)	*	*	*	1%

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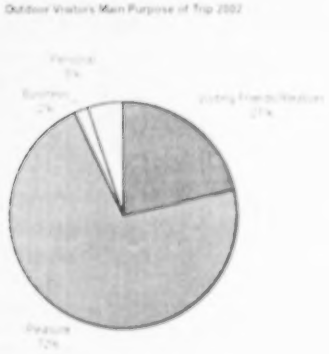

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All Other	78	21%	99	27%	20	5%	12	3%

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How big were their travel parties? Who were in their travel parties?

Most overnight outdoor visitors (78%) travelled in parties of adults only. Average party sizes ranged from 1.8 to 2.7 depending on the origin of the visitor.

- German outdoor visitors had the smallest average party size (1.8), while visitors from the USA had the largest (2.7).
- Outdoor visitors from Ontario had the lowest occurrence of traveling in groups of adults only (77%), while visitors from Japan had the highest (96%).

Table 5: Overnight Outdoor Party Visits Average Size and Composition, 2002

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.9	78%	22%
Ontario	1.9	77%	23%
USA	2.7	80%	20%
Border States	2.7	80%	20%
Overseas	1.9	91%	9%
UK	2.0	86%	14%
France	2.1	91%	9%
Germany	1.8	93%	7%
Japan	2.0	96%	4%

Table 6: Overnight Outdoor Visitors Percent Party Size (adults only), 2002

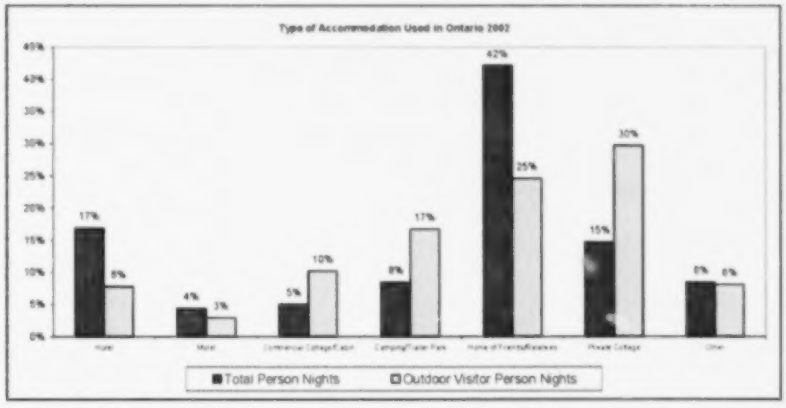
Origin	1 person	2 people	3 or more people
TOTAL	59%	35%	6%
CANADA	64%	32%	4%
Ontario	64%	32%	4%
Quebec	72%	24%	4%
Manitoba	60%	38%	3%
Atlantic Canada	69%	28%	3%
Western Canada	74%	23%	3%
USA	21%	58%	22%
Border States	19%	58%	22%
New York	31%	56%	13%
Michigan	22%	57%	21%
Pennsylvania	11%	65%	24%
Minnesota	11%	67%	22%
Ohio	21%	57%	22%
Illinois	5%	75%	20%
Wisconsin	6%	28%	66%
OVERSEAS	38%	53%	9%
UK	28%	63%	9%
France	23%	69%	8%
Germany	45%	50%	5%
Japan	22%	70%	8%

- Outdoor visitors from Canada's Western provinces and Quebec had the highest incidence (74% and 72% respectively) of travelling alone in Ontario.
- Outdoor visitors from Illinois (75%) and Japan (70%) had the highest frequency of travelling in groups of two in 2002.
- Outdoor visitors from Wisconsin (66%) and Pennsylvania (24%) had the highest incidence of travelling in parties of three or more people.

Where did they stay in Ontario?

30% of overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 15% of total overnight visitors in 2002.

- Outdoor visitors had a lower tendency to stay in roofed commercial accommodation, compared to total overnight visitors. For instance, 8% of outdoor visitors stayed in hotels, while 17% of total visitors did so in 2002.



- As mentioned, 30% of outdoor visitors stayed in private cottages. An additional 10% stayed in commercial cottages and cabins.
- Camping and trailer parks also had high usage among outdoor visitors, not surprising considering the rural focus of this segment.
- Overseas outdoor visitors had the highest incidence of staying with friends and relatives (55%), while visitors from U.S. border states had the lowest (7%).

Table 7: Outdoor Visitors Accommodation Use by Person Nights and Origin, 2002

Type of Accommodation	Canada	% Share	Ontario	% Share	USA	% Share	Border States	% Share	Over-seas	% Share
Hotel	3,365	6%	1,870	4%	1,614	12%	999	11%	1,042	18%
Motel	1,066	2%	867	2%	1,017	8%	654	8%	180	3%
Commercial Cottage/Cabin	3,465	6%	3,347	7%	4,148	31%	2,764	32%	253	4%
Camping/Trailer Park	11,409	20%	10,432	21%	1,325	10%	813	9%	181	3%
Homes of Friends/Relatives	14,231	25%	10,292	21%	1,512	11%	591	7%	3,255	55%
Private Cottage	20,803	36%	19,301	39%	2,114	16%	1,679	19%	34	1%
Other	3,642	6%	3,051	6%	1,697	13%	1,255	14%	959	16%

How big were their travel parties? Who were in their travel parties?

Most overnight outdoor visitors (78%) travelled in parties of adults only. Average party sizes ranged from 1.8 to 2.7 depending on the origin of the visitor.

- German outdoor visitors had the smallest average party size (1.8), while visitors from the USA had the largest (2.7).
- Outdoor visitors from Ontario had the lowest occurrence of traveling in groups of adults only (77%), while visitors from Japan had the highest (96%).

Table 5: Overnight Outdoor Party Visits Average Size and Composition, 2002

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.9	78%	22%
Ontario	1.9	77%	23%
USA	2.7	80%	20%
Border States	2.7	80%	20%
Overseas	1.9	91%	9%
UK	2.0	86%	14%
France	2.1	91%	9%
Germany	1.8	93%	7%
Japan	2.0	96%	4%

Table 6: Overnight Outdoor Visitors Percent Party Size (adults only), 2002

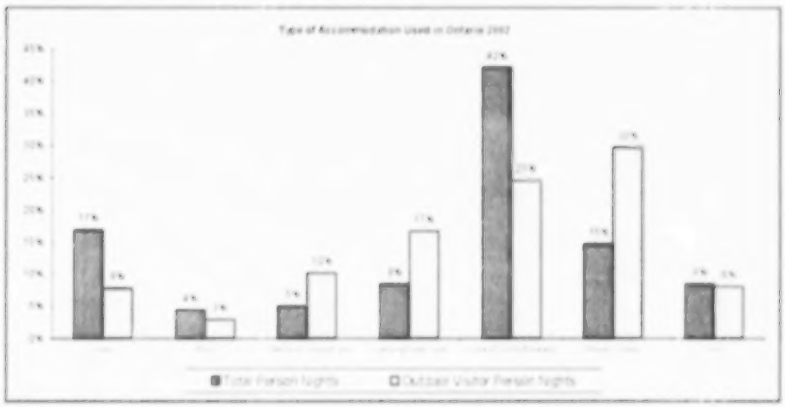
Origin	1 person	2 people	3 or more people
TOTAL	**59%**	**35%**	**6%**
CANADA	64%	32%	4%
Ontario	64%	32%	4%
Quebec	72%	24%	4%
Manitoba	60%	38%	3%
Atlantic Canada	69%	28%	3%
Western Canada	74%	23%	3%
USA	21%	58%	22%
Border States	19%	58%	22%
New York	31%	56%	13%
Michigan	22%	57%	21%
Pennsylvania	11%	65%	24%
Minnesota	11%	67%	22%
Ohio	21%	57%	22%
Illinois	5%	75%	20%
Wisconsin	6%	28%	66%
OVERSEAS	38%	53%	9%
UK	28%	63%	9%
France	23%	69%	8%
Germany	45%	50%	5%
Japan	22%	70%	8%

- Outdoor visitors from Canada's Western provinces and Quebec had the highest incidence (74% and 72% respectively) of travelling alone in Ontario.
- Outdoor visitors from Illinois (75%) and Japan (70%) had the highest frequency of travelling in groups of two in 2002.
- Outdoor visitors from Wisconsin (66%) and Pennsylvania (24%) had the highest incidence of travelling in parties of three or more people.

Where did they stay in Ontario?

30% of overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 15% of total overnight visitors in 2002.

- Outdoor visitors had a lower tendency to stay in roofed commercial accommodation, compared to total overnight visitors. For instance, 8% of outdoor visitors stayed in hotels, while 17% of total visitors did so in 2002.



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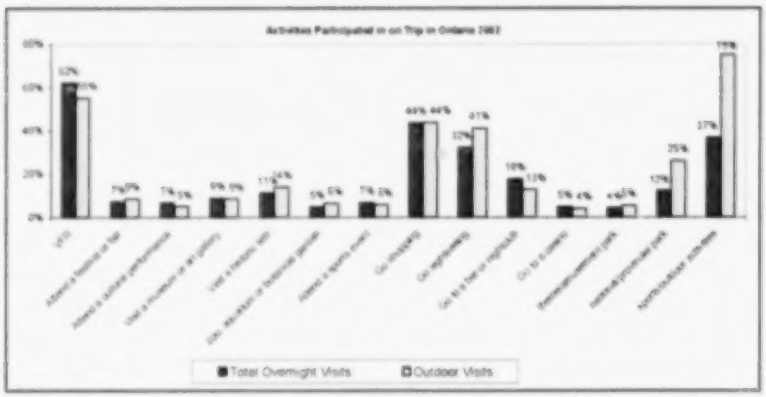
Other	3,642	6%	3,051	6%	1,697	13%	1,255	14%	959	16%

What other activities did they participate in?

***Not surprisingly, active participation in outdoors and sports activities was the most popular pastime of Ontario's overnight outdoor visitors with a 75% participation rate*.**
In addition to outdoor activities, shopping and sightseeing were also popular, especially with U.S. and overseas visitors.

- Next to participating in sports and/or outdoor activities, Ontario's outdoor visitors' most popular activity was visiting friends and/or relatives (VFR) (55%).
- As with most visitors to the province, other popular activities for outdoor visitors were shopping (44%) and sightseeing (41%).



- Outdoor visitors were more active than total overnight visitors, participating in an average of 3.1 versus 2.6 activities per person visit.

Table 8: Overnight Outdoor Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2002

Activity	Canada	Ontario	USA	Overseas
VFR	59%	59%	51%	61%
Festival/fair	9%	9%	6%	14%
Cultural performance	5%	4%	7%	17%
Museum/art gallery	6%	6%	15%	47%
Historic site	10%	10%	30%	54%
Zoo/aquarium/botanical garden	6%	6%	6%	30%
Sports event	6%	6%	2%	11%
Shopping	40%	39%	59%	93%
Sightseeing	38%	37%	50%	92%
Bar/night club	12%	11%	15%	28%
Casino	3%	3%	7%	14%
Theme/amusement park	5%	5%	4%	21%
National/provincial park	22%	20%	42%	87%
Sports/outdoor activity	78%	78%	65%	40%

* Please see the Introduction section for a full description of an "outdoor visitor".

- Outdoor visitors from overseas were the most active, partaking in an average of 6.1 activities per person visits, compared to 3.4 activities for Americans and 3.0 activities for Canadians.

Table 9: Overnight Outdoor Visitors in Ontario Percent Participation in Selected Activities, 2002					
Outdoor Activities	Total	Canada	Ontario	USA	Overseas
Boating	27%	28%	29%	26%	20%
Golfing	9%	10%	10%	7%	6%
Downhill Skiing/ Snowboarding	3%	3%	3%	2%	3%
Hunting	1%	1%	1%	1%	1%
Fishing	19%	17%	17%	34%	7%

- A closer look at participation in selected sports and outdoor activities reveals that boating was the most popular activity for outdoor visitors in the province, with a 27% participation rate. Fishing was also popular with a 19% participation rate.
- Outdoor visitors from Ontario had the highest participation rate in boating (29%) and visitors from the U.S. had the highest participation rate in fishing (34%).

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Not surprisingly, active participation in outdoors and sports activities was the most popular pastime of Ontario's overnight outdoor visitors with a 75% participation rate*.
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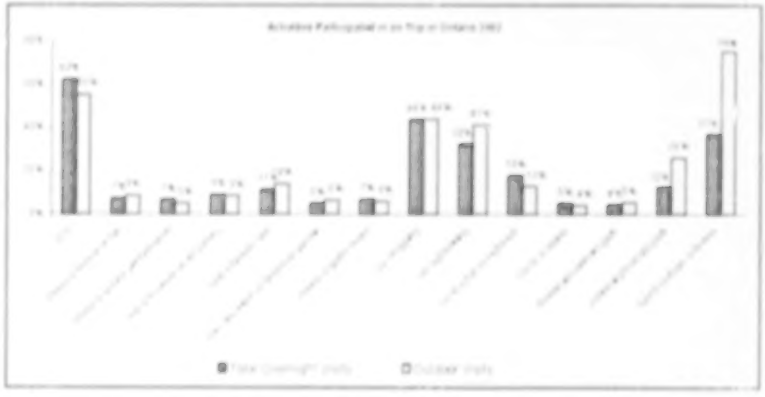

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Zoo/aquarium/botanical garden	6%	6%	6%	30%
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Shopping	40%	39%	59%	93%
Sightseeing	38%	37%	50%	92%
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Which Ontario regions* did they visit?

The top market for overnight outdoor visitors was Central Ontario (40%) followed by Southwestern Ontario (9%) and Niagara Region (8%).

- Central Ontario was the top destination for overnight visitors with an outdoors interest (40%), compared to 24% of total overnight visitors.
- As mentioned, given the rural nature of this market, the regions that offer a more outdoors and/or rural experience or product (such as Central Ontario) fared better among outdoor visitors than among total overnight visitors. Central Ontario is where many Ontarians have their cottages.

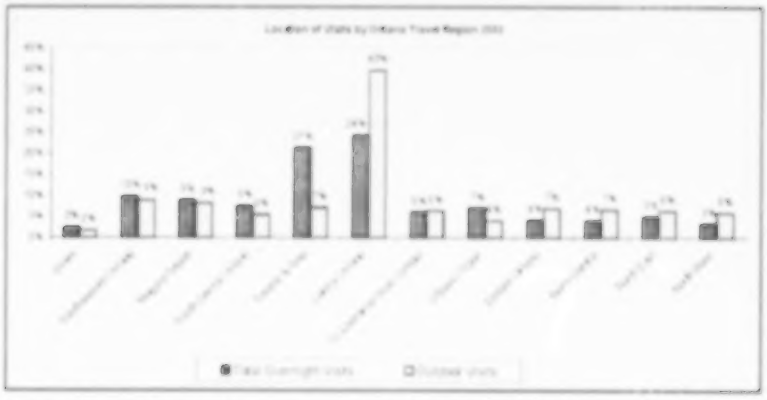

TABLE 10: Overnight Outdoor Visitors in Ontario, 2002

Region Visited	Percent of Overnight Pleasure Visitors, by Origin, Visiting each Ontario Travel Region*								
	Canada	Ontario	USA	Border States	Overseas	UK	France	Germany	Japan
Essex	1%	1%	6%	7%	1%	2%	**	**	**
Southwestern	9%	9%	11%	12%	8%	11%	6%	7%	5%
Niagara Region	8%	8%	20%	27%	21%	10%	6%	10%	92%
South-Central Ontario	6%	6%	3%	2%	12%	10%	3%	18%	2%
Toronto and Region	6%	4%	8%	5%	10%	57%	66%	69%	51%
Central	45%	49%	12%	11%	24%	23%	12%	44%	9%
St. Lawrence River Corridor	6%	5%	8%	8%	20%	14%	43%	24%	7%
Ottawa Region	4%	4%	4%	1%	23%	10%	42%	35%	41%
Eastern	7%	7%	7%	7%	4%	6%	3%	8%	**
North-Central	8%	8%	3%	2%	4%	2%	**	7%	2%
North-East	6%	6%	11%	12%	5%	4%	**	10%	**
North-West	4%	4%	10%	18%	2%	2%	**	2%	**

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*
*** less than 1%*

- Niagara Region was the most popular region among outdoor visitors from Japan (92% of Japanese outdoor visitors went to the Niagara Region) and the U.S. border states (27%).
- Toronto and Region was the most popular region among outdoor visitors from the UK (57%), France (66%) and Germany (69%).
- Central Ontario was the most popular region among outdoor visitors from Ontario (49%) and Canada (45%) as a whole.

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* Please see page 14 for a map of Ontario's Travel Regions.

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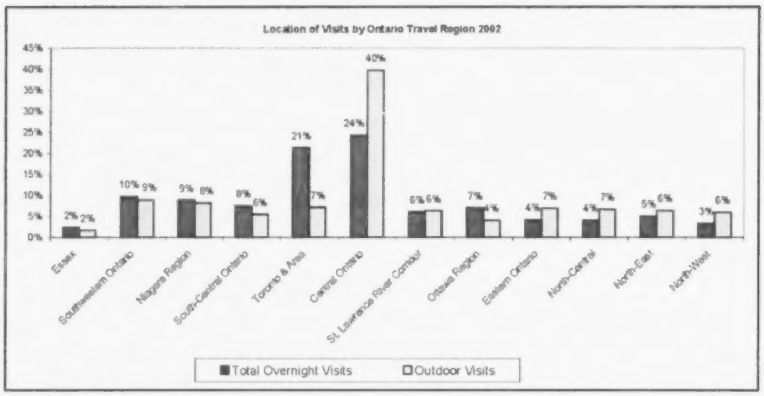

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South-Central Ontario	6%	6%	3%	2%	12%	16%	3%	18%	2%
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St. Lawrence River Corridor	6%	5%	8%	8%	20%	14%	43%	32%	7%
Ottawa Region	4%	2%	2%	1%	23%	16%	42%	36%	21%
Eastern	7%	7%	7%	7%	4%	6%	3%	8%	**
North-Central	8%	8%	3%	2%	4%	5%	**	7%	3%
North-East	6%	6%	11%	12%	5%	4%	**	10%	**
North-West	4%	2%	19%	18%	2%	2%	**	2%	**

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How much money did they spend in Ontario?

Expenditures of overnight outdoor visitors accounted for 32% of total spending by overnight visitors in Ontario in 2002.

- Outdoor visitors spent $4.1 billion in the province in 2002.
- Canadians accounted for 62% of total spending by outdoor visitors, Americans for 26%, and overseas visitors for 11%.
- Total average spending per person visit was $204, per party visit was $402 and per party night was $106.
- Ontarians had the lowest average spending per person visit ($139) and visitors from the UK had the highest ($974).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

Table 11: Overnight Outdoor Visitors Total Spending by Origin, 2002

Origin	Total Spending (000)	Share (%)
TOTAL	$4,147,989	100%
CANADA	$2,590,676	62%
Ontario	$2,137,600	52%
Quebec	$162,928	4%
USA	$1,095,204	26%
Border States	$711,904	17%
Michigan	$172,661	4%
New York	$103,608	2%
Ohio	$108,072	3%
Pennsylvania	$81,866	2%
Illinois	$74,090	2%
Minnesota	$84,068	2%
Wisconsin	$87,539	2%
OVERSEAS	$462,109	11%
UK	$113,000	3%
Japan	$67,987	2%
France	$18,459	*
Germany	$40,236	1%

* less than 1%

Table 12: Overnight Outdoor Visitors Average Expenditures in Ontario, 2002

	Average Per Person Visit	Average Per Party Visit	Average Per Party Night
TOTAL	$204	$402	$106
CANADA	$153	$289	$84
Ontario	$139	$264	$85
USA	$369	$987	$222
Border States	$341	$917	$226
OVERSEAS	$953	$1,819	$138
UK	$974	$1,982	$162
France	$559	$1,154	$210
Germany	$914	$1,677	$137
Japan	$850	$1,700	$456

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Outdoor visitors from Japan had the highest average spending per person visit on accommodation, food and beverage and retail. Visitors from Japan and visitors from the UK had the highest average spending on recreation and entertainment.

Table 13: How Overnight Pleasure Visitors Spent their Non-Transport Budget in Ontario by Origin, 2002								
Item of Expenditure	Origin of Overnight Outdoor Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by overnight outdoor visitors, excluding transport related expenditures ($000s)	$1,930,397	$1,573,847	$982,446	$643,249	$391,450	$96,226	$32,730	$61,557
% of total spending in Ontario by overnight outdoor visitors	75%	74%	90%	90%	85%	85%	81%	91%
Average Spending								
Per Person Visit	$114	$102	$331	$308	$807	$830	$744	$1,399
Per Party Visit	$216	$194	$885	$829	$1,541	$1,688	$1,364	$2,565
Per Party Night	$62	$62	$199	$204	$117	$138	$112	$210
Accommodation ($000s)	$564,566	$447,350	$427,805	$372,742	$126,468	$32,231	$10,595	$32,344
% of total spending in Ontario by overnight outdoor visitors	22%	21%	39%	52%	27%	29%	26%	48%
Average Spending								
Per Person Visit	$33	$29	$144	$179	$261	$278	$241	$735
Per Party Visit	$63	$55	$385	$480	$498	$565	$441	$1,348
Per Party Night	$18	$18	$87	$118	$38	$46	$36	$110
Food/Beverage ($000s)	$777,732	$632,245	$227,930	$148,314	$98,877	$25,034	$9,800	$11,356
% of total spending in Ontario by overnight outdoor visitors	30%	30%	21%	21%	21%	22%	24%	17%
Average Spending								
Per Person Visit	$46	$41	$77	$71	$204	$216	$223	$258
Per Party Visit	$87	$78	$205	$191	$389	$439	$408	$473
Per Party Night	$25	$25	$46	$47	$29	$36	$33	$39
Recreation/Entertainment ($000s)	$246,625	$203,252	$166,753	$110,086	$47,158	$13,330	$4,042	$5,079
% of total spending in Ontario by overnight outdoor visitors	10%	10%	15%	15%	10%	12%	10%	7%
Average Spending								
Per Person Visit	$15	$13	$56	$53	$97	$115	$92	$115
Per Party Visit	$28	$25	$150	$142	$186	$234	$168	$212
Per Party Night	$8	$8	$34	$35	$14	$19	$14	$17
Retail ($000s)	$341,474	$291,000	$159,957	$101,711	$118,946	$25,631	$8,293	$12,777
% of total spending in Ontario by overnight outdoor visitors	13%	14%	15%	14%	26%	23%	21%	19%
Average Spending								
Per Person Visit	$20	$19	$54	$49	$245	$221	$188	$290
Per Party Visit	$38	$36	$144	$131	$468	$450	$346	$532
Per Party Night	$11	$12	$32	$32	$35	$37	$28	$44

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Per Person Visit	$114	$102	$231	$308	$807	$830	$744	$1,396
Per Party Visit	$216	$104	$885	$829	$1,541	$1,688	$1,364	$2,567
Per Party Night	$62	$62	$199	$204	$117	$138	$112	$210
Accommodation ($000s)	$564,566	$447,150	$427,805	$272,742	$126,468	$32,231	$10,595	$32,344
% of total spending in Ontario by overnight outdoor visitors	22%	21%	39%	32%	27%	29%	26%	48%
Average Spending								
Per Person Visit	$33	$29	$144	$179	$201	$278	$241	$735
Per Party Visit	$63	$55	$385	$480	$408	$505	$441	$1,348
Per Party Night	$18	$18	$87	$118	$38	$46	$30	$110
Food/Beverage ($000s)	$777,732	$632,245	$227,030	$148,314	$68,877	$25,034	$9,800	$11,356
% of total spending in Ontario by overnight outdoor visitors	30%	30%	21%	21%	21%	22%	24%	17%
Average Spending								
Per Person Visit	$40	$41	$77	$71	$204	$216	$223	$258
Per Party Visit	$87	$78	$205	$191	$180	$439	$408	$471
Per Party Night	$25	$25	$40	$47	$20	$30	$33	$39
Recreation/Entertainment ($000s)	$240,625	$201,252	$166,753	$110,086	$47,458	$13,330	$4,042	$7,079
% of total spending in Ontario by overnight outdoor visitors	10%	10%	15%	15%	10%	12%	10%	7%
Average Spending								
Per Person Visit	$15	$13	$50	$53	$97	$115	$102	$117
Per Party Visit	$28	$25	$150	$142	$180	$234	$168	$212
Per Party Night	$8	$8	$34	$35	$14	$19	$14	$17
Retail ($000s)	$141,474	$291,000	$150,057	$101,711	$118,046	$25,631	$8,293	$12,777
% of total spending in Ontario by overnight outdoor visitors	13%	14%	15%	14%	26%	23%	21%	19%
Average Spending								
Per Person Visit	$20	$19	$54	$49	$245	$221	$188	$290
Per Party Visit	$38	$36	$144	$131	$468	$459	$340	$552
Per Party Night	$11	$12	$32	$32	$35	$37	$28	$44

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

***Other* accommodation** is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTCR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. An one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions